WHAT IS CLAIMED IS:-

Sub 99

1. An image encoding device comprising:

an image signal input circuit receiving an image signal and dividing the image signal into macroblocks to generate block-divided image signals;

an image encoding circuit encoding the block-divided image signals output from the image signal input circuit, and outputting encoded image signals to a transmission path;

an encoded region designator designating regions to be encoded by the image encoding circuit according to a bit rate of the transmission path;

wherein said image encoding circuit encodes only those regions which are designated by said encoded region designator.

2. The image encoding circuit as set forth in claim 1, wherein said encoded region designator receives the bit rate of the transmission path and a motion vector detected by said image encoding circuit, and designates the encoded regions based on them.

3. The image encoding circuit as set forth in claim 1, wherein said encoded region designator receives the bit rate of the transmission path and region information input from the outside, and designates the encoded regions based on them.

4. An image encoding device comprising:

an image signal input circuit receiving an image signal and dividing the image signal into macroblocks to generate block-divided image signals;

an image encoding circuit encoding the block-divided image signals output from the image signal input circuit, and outputting encoded image signals to a transmission path;

a selector limiting the number of bits of the image signal to be encoded by the image encoding circuit according to a bit rate of the transmission path.